

# Business Services Report

Danville-Pittsylvania County 2015-16



*Presented by:*  
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## 2015-16 OVERVIEW

The Danville Pittsylvania County Chamber of Commerce, Inc. (Chamber) entered into a Contract with the West Piedmont Workforce Investment Board from July 1, 2015 - June 30, 2016 to operate Business Service activities in compliance with the Workforce Investment Act (WIA) in the City of Danville and Pittsylvania County. Specifically, the Chamber agreed to provide business outreach services to increase awareness and participation by employers with the Virginia Workforce Center. This partnership reinforced the West Piedmont Workforce Investment Board's identification of the employer as the primary customer.

As part of the Memorandum of Understanding, the Chamber agreed to:

- Identify employers who have job openings and are willing to consider applicants referred by the Workforce Centers.
- Ensure employers receive a pool of WIOA candidates who are qualified for their job openings.
- Work with employers to identify a pool of candidates for skilled and professional job openings that are more difficult to fill.
- Ensure employers receive information and support for assessment and training that they require.
- Increase the resources available to employers to maximize their access to workforce resources.
- Provide data to employers to assist them in hiring and retention.
- Provide data and feedback to workforce partners to assist in placement and training efforts.
- Meet with designated staff at the Virginia Workforce Center to coordinate efforts and update staff on employer needs and/or requests.

### 2015-16 HIGHLIGHTS

- Identified 1,892 job openings in the Danville-Pittsylvania County region which represents a 96% increase in identified job openings over 2014-15
- Assisted in the placement of 405 job seekers through direct hires, adult internships, and on-the-job training hires which represents a 36% increase in job placements over 2014-15
- Worked with 110 employers to make them aware of the services provided through the Virginia Workforce Center
- Identified 62 employers who utilized the services of the Virginia Workforce Center (recruitment, retention, and/or training resources)
- Sponsored or co-sponsored seven (7) workshops that had a workforce focus and that attracted over 250 attendees who represented 75 small/medium sized businesses
- Promoted employer support for the Certified Work Ready Community initiative with Pittsylvania County becoming certified and Danville reaching 94%
- Convened quarterly meetings with 25 workforce agencies and organizations in Danville and Pittsylvania County to promote better communication and collaboration



## DASHBOARD

	GOAL	ACTUAL
Employer Contacts (Meetings, Job Fairs, Targeted Recruitment Efforts) – Number of Unique Employers	50	110
Job Openings	300	1,892
Job Placements (Hired)	N/A	405
Number of Employers who Utilized Services of Virginia Workforce Center (Recruitment, Retention, and/or Training Resources)	N/A	62
Small and Medium Sized Business Participation (Unique Business Participation)	65	76
Workforce-Related Workshops	6	7
Workforce-Related Workshop Participants	N/A	175
Business Services Meetings	4	4
Workforce Organizations/Agencies that Participated in Business Service Meetings	N/A	25
Wage and Benefit Survey for Manufacturing	1	1
Employers Participating in Wage & Benefit Survey	N/A	15

## ASSIST EMPLOYERS WITH RECRUITMENT EFFORTS



### Community-Wide Job Fair

The Chamber coordinated a community-wide job fair on April 7, 2016 for 45 employers with over 800 job openings. The job fair, held at the Institute for Advanced Learning & Research, attracted 650 job seekers. A post survey was conducted of participating employers with a 70% response rate. Employers reported 259 direct hires following the job fair. The job fair was sponsored by American National University, Averett University, Dan River Region Collaborative, Danville Community College, the Virginia Workforce Center, and the Chamber.

### Danville Mall Job Fair

The Chamber coordinated a job fair for tenants of the Danville Mall on September 23, 2015 for 12 employers. The job fair, held at the Mall, attracted 196 job seekers. Data was difficult to obtain from the participating employers regarding total job openings and total hires.

### Employer Meetings

Chamber staff met with 110 different employers of which 61 employers identified almost 1,000 job openings that were referred to the Virginia Workforce Center and/or partner agencies to secure qualified applicants for the employers.

Summary of Recruitment Efforts				
Activity	Number of Participating Employers	Number of Job Openings*	Attendance (Job Seekers)	Number of Hires*
Community-Wide Job Fair	45	800+	650	259
Danville Mall Job Fair	12	N.A.	196	N.A.
Employer Visits That Identified Recruitment Needs	61	1,000+	N.A.	224
Total Unduplicated Count	110	1,892	N.A.	405

\*Some job openings and hires were initially identified through employer visits. If those companies also participated in the job fair, the job openings and hires are reflected in the job fair and employer visit counts. However, they are only counted once in the unduplicated count.

## Support for Assessment / Recruitment / Training Needs of Employers

The Chamber worked closely with employers that needed specific services to attract a skilled and work-ready workforce in order to ramp up their employment. In partnership with the Dan River Region Collaborative, the Virginia Workforce Center, and workforce partner agencies:

- Three employers had jobs profiled to analyze the tasks and skill levels for specific jobs to better link job seekers to the positions through the WorkKeys assessments.
- Two employers embedded the National Career Readiness Certificate (NCRC) into their hiring process.
- Six Danville-Pittsylvania County employers entered into On The Job Training (OJT) contracts with the Virginia Workforce Center with over 34 employers participating in OJT.
- A screening process, utilizing the NCRC, and a customized training program was developed for a Pittsylvania County employer with 31 job seekers going through the training.
- A screening process, utilizing the NCRC, was developed for a Danville employer to assist in filling 16 positions.



Recruiting/Training Support	Number of Employers	Number of Job Seekers / Employees
Job Profiles to better match skill requirements with job tasks and skill levels	3	N.A.
National Career Readiness Certificate (NCRC) utilized as part of hiring process	2	N.A.
On the Job Training Contracts	6	34 employees
Customized Training for New Hires	1	31 job seekers

## Support Growth of Small and Medium Sized Businesses



Seven workshops were held that were designed to help small and medium sized businesses grow. Topics included:

- Networking Without the Work
- Labor & Employment Seminar
- Leading with Influence
- Customer Service
- Managing for Professional Success
- Cyber Security
- DOL's New Overtime Rule

The workshops attracted over 250 people. There were 75 unique small and medium sized businesses in attendance.

## Young Professionals' Support

Programs and networking opportunities have been held for young professionals as one way to assist in the recruitment and retention of young professionals in our region.



Meetings have been set up for young professionals to have input on:

- The region's economy and job opportunities
- Entrepreneurship
- Ideas for the community

The Chamber assisted with ribbon cuttings for four new businesses that are owned/managed by young professionals.

Additionally, networking events were coordinated throughout the year for young professionals. These have included golf outings and social events. There have been 15 different networking events which have attracted over 400 young professionals.

The Chamber also recognized six young professionals at their annual awards dinner with the PACE (Professional and Community Engagement) awards.



## ASSIST EMPLOYERS WITH TRAINING RESOURCES

### Training Resources

In addition to the workshops and seminars sponsored through the Chamber, the Chamber assisted 16 employers with their specific training needs.

The Chamber coordinated a supervisory training program for four manufacturers and 20 employees. The Chamber worked with the training provider to aggregate cost-effective training for these companies. Additionally, the Chamber worked with the companies to secure incumbent worker training funds to assist with the training.



The Chamber identified seven employers to participate in a Center for Creative Leadership program sponsored by the Dan River Region Collaborative. Those employers sent a total of 10 supervisors and/or managers to the training.

The Chamber worked with a local manufacturer to develop a customized training program. Three cohorts, representing 31 job seekers, participated in the training.



The Chamber has also been convening manufacturers on a regular basis to develop entry-level training programs that address the concerns which surfaced in the 2016 Manufacturing Workforce Survey, published by the Dan River Region Collaborative.



## WORK COLLABORATIVELY WITH PARTNERS

### Business Services Quarterly Meetings

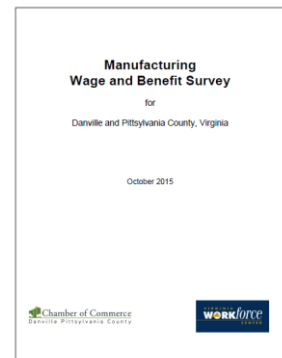
Quarterly meetings of the business service representatives from the various workforce partners in Danville and Pittsylvania County were convened. Attendance averaged 13-20 people per meeting with 25 different workforce agencies and organizations participating. Participants in the quarterly meetings included representatives from:

- American National University
- Averett University
- Danville Pittsylvania County Chamber of Commerce
- Dan River Region Collaborative
- Danville Community College
- Danville Department of Social Services
- Danville's Economic Development Office
- Department for Aging & Rehabilitative Services
- Department for Blind & Vision Impaired
- Danville Public Schools Adult & Career Education Center
- Goodwill Industries of South Central Virginia
- Institute for Advanced Learning & Research
- Pittsylvania County Community Action
- Pittsylvania County Department of Social Services
- Pittsylvania County
- Pittsylvania County Literacy
- Pittsylvania County Schools' Adult Education
- Rapid Response (New River Community College)
- Rescare
- Southern Virginia Regional Alliance
- Telamon
- Virginia CARES
- Virginia Employment Commission
- Virginia Workforce Center
- West Piedmont Workforce Investment Board

## COMMUNICATE LABOR MARKET DATA

### Wage and Benefit Survey

A wage and benefit survey for Danville and Pittsylvania County was conducted and published which included results from 15 manufacturers. Results have been shared with the survey participants, the economic development offices, and the Virginia Workforce Center staff. Copies have also been shared with other manufacturers upon request.



## SUPPORT FOR STRATEGIC INITIATIVES

### Entrepreneurship

Support has been provided to The Launch Place, a non-profit organization that energizes and diversifies our regional economy through entrepreneurship development and business consulting services. Marketing of workshops and opportunities through The Launch Place have been provided to area businesses and potential entrepreneurs.

Workshops and programs sponsored by the Longwood Small Business Development Center have been promoted to area businesses and potential entrepreneurs.

The Chamber has also been the lead organization for the development of an Entrepreneur Ecosystem Network in Danville and Pittsylvania County.

### Entrepreneurship: Young Entrepreneurs Academy (YEA!)

A Young Entrepreneurs Academy (YEA!) was sponsored in Danville and Pittsylvania County as an after-school enrichment program, consisting of a weekly 3-hour class over an eight-month period, for the 2015-16 school year.



Fifteen (15) students representing 13 student businesses presented their business 'pitches' to a local Investors Panel and completed the program. During the local investors' panel, the businesses were awarded a total of \$6,000. Each student also received a \$2,000 scholarship to Danville Community College.

## Certified Work Ready Community

The region's efforts to become the first region to achieve the status as a "Certified Work Ready Community" have been supported through participation on the region's Certified Work Ready Community team.

During 2015-16, Pittsylvania County joined the ranks of Halifax County and Henry County as being "Certified Work Ready Communities." Danville is at 94% of its goal.



Extensive outreach has been provided to employers to encourage their support of the Certified Work Ready Community initiative. Outreach has included email communications, brochures and information distributed at Chamber meetings, and announcements at employer meetings.

Through June 30, 2016, 150 employers in Danville and Pittsylvania County have signed on as supporters. This represents 100% of Danville's and Pittsylvania County's employer goals.

## Dan River Region Collaborative

The Chamber has served as a partner with the Dan River Region Collaborative. This has included identifying employers eligible for on-the-job (OJT) training funds, participating in employer round table meetings, and coordinating training opportunities for our identified sectors (advanced manufacturing, IT, and healthcare). The Chamber has also partnered with the Chambers of Commerce in Martinsville-Henry County and Halifax County to spearhead the Southern Virginia Manufacturing Partnership which published the first-ever Manufacturing Workforce Survey in February 2016.



As part of the Dan River Region Collaborative, the Chamber participated in the National Skills Summit in Washington, DC where participants met with members of Congress. The Chamber also attended and participated with the Collaborative at meetings of the National Fund for Workforce Solutions. The keynote speaker for the National Skills Summit was Virginia's Senator Tim Kaine.

## Career Expo



The Chamber worked closely with other partners across the region to sponsor the first-ever Career Expo for over 4,100 7<sup>th</sup> and 9<sup>th</sup> graders from the cities of Danville and Martinsville and the counties of Pittsylvania, Henry, Patrick, and Halifax.



## Early Childhood Education

Support has been provided to Smart Beginnings Danville Pittsylvania County, a non-profit organization that works to increase community-wide awareness and support for a system of early childhood services to ensure that every child enters kindergarten healthy and ready to succeed in school and life. In addition to providing representation on the Board of Directors, programs and initiatives of Smart Beginnings have been shared with area employers.

## Adult Education and Career & Technical Education

Support has been provided for adult education through participation on Danville's adult education advisory committee and Pittsylvania County's career and technical education advisory committee.